VERMONT

M.A.P. Team Meeting

Wednesday, April 25, 2007 9:00 AM
Agency of Commerce & Community Development
6th Floor, Calvin Coolidge Conf. Room, National Life Building, Montpelier

Attendees: Christine Werneke (CMO); Kate Westbrook (ACCD –CMO); Kathleen Horton (DOH); Steve Cook (VDTM); Carla Vecchione (Office of VT Health Access); Betsy Ross (DPS); Lilly Talbert (VCW); Harry Bell (CIO); Loranne Turgeon (VT Film Commission); Marcia Lawrence (DLC); Doug Pine (DHR)

Minutes of March 28th: finalized

Important meeting information: The next meeting will be held on Wednesday, May 30th, 2007 at 9:00 AM at National Life Building, 6th Floor, Calvin Coolidge Conf. Room.

Web portal update
Christine distributed the Vermont.gov portal redesign and development fact sheet as well as Home page features and primary navigation outline.
The portal redesign and development fact sheet illustrates the main components of the redesign, where they fall in the process, and highlights the benefits of each step.
See attachment A.

Questions:
If a website is already complete can they be hosted on the new portal? Yes

The Department of Liquor control is thinking of hosting online licensing –
Harry suggested they create this function in the new portal and the DLC business managers should contact the CIO's office to work on moving forward.

Christine and Harry reviewed the purpose and progress of the enterprise project. Its main goal is to pull together all pockets of individual websites and management systems to a common service for all state government to save costs.

Question:
What does moving into the Content Management System (CMS) mean?
   o   The CMS is a user interface for content owners to enter information into a website, make changes, deletions, and add new pages. Page templates are used to guide the placement and formatting of content to maintain a consistent look and feel for all pages with a website.   A CMS system will be customized for the State to support the new web portal (Vermont.gov) and state entity sites.

- The structure of the existing sites will be redesigned to fit into the new system
- All content on the CMS will adhere to the look and feel and accessibility standards.
- Sites may host video and multimedia files as long as it complies with set standards for accessibility and usability

Christine reviewed the main features of Vermont.gov (Homepage features & Primary Navigation) and described the main buckets of information, how they relate to the end user, and categorization of that info. See attachment B.

VIC will build shell sites and hand over the shell to individual organizations for content uploading and management.

Moving forward, the look and feel layouts will be in development over the next few weeks, and should be ready for review by the project team and senior management. The concept for the homepage is simplicity; it is a reflection of the entire portal and needs to create a smooth transition between the VT.gov landing page and the internal sites.

Some thoughts on the main pages were:
- Attractive
- Well designed
- Good use of photography
- Balanced
- Uncluttered
- Uninterrupted
- Clean

Christine referenced South Carolina's government homepage (www.sc.gov) as an example.

Question:
Is there a place where agency/department/division logos can be placed on the website?
Yes - on the bottom left hand navigation or in the body content.

Department web project in process
Doug Pine from the Department of Human Resources gave an update on the DHR website redesign. They are in process of weeding out old portions that are no longer efficient and updating the overall look and feel as well as content design.

The main goals of the project are:
- Make it user friendly
- Make it pretty

- o Get on board with visual standards
- o In queue for web portal transition and new CMS

Each division will have access to the CMS being built to support the web portal and will be responsible for maintaining their portion of the overall site.

They are currently in the discovery process assessing user's needs. They will be using style guides and editors with the new CMS to keep the site consistent.

See attachment C for reference.

Comment: Kathleen Horton suggested a Cyprian class needs to be created to teach writing for the web. It should include: short sentences and language level.
CMO's office can look into it as a possible fall course.

Open Discussion:
CMO – the photography RFP is ready for posting and is currently being reviewed by BGS.

Vermont Days promotional campaign is well underway
Some of the plan includes:
- o DHR- outlook newsletter message
- o DLC – message on bottom of receipts
- o Print collateral (posters, flyers)
- o Electronic versions of collateral distributed to department newsletters
- o Working with Tourism and hitching on to their summer radio campaign
- o Lottery – distributing print collateral throughout state
- o Ag – working on free ice cream and cooking demos
- o VT Arts – artist demos and performances

The Vermont Vacation website will be hosting the Vermont Days webpage, which will have it's own URL **www.vermontdays.vermont.gov**

Kate is currently working on a sponsorship web page for the CMO website that will host a list of sport sponsorship opportunities, ideas, contacts, venues, and policies.

VDH – working on their current marketing plan, would like to see some policy around sponsorships

Vermont Film Commission – working with VDTM and Historic Preservation
They are working with a couple who is creating a film based on an all season view of Vermont from above.

They will be targeting state historic sites and key places.
They are looking for sponsorships and all profits go to Historic preservation.
They are currently developing a list of places and would welcome input from other departments.

The film commission is currently working on their marketing plan

VDTM – working on two media plans (instate and out of state)
Heavy radio and newspaper ads with some TV.
Out of state campaign includes exterior advertising
They are partnering with Cabot to expand reach as well as funds.

Vermont Commission on Women – reported on Equal Pay Day that occurred April 24th.
March 28th they launched their new website.

Vermont.gov Portal Redesign and Development

Vermont.gov components

- Site map, homepage and secondary page design
- Content management system (CMS)
- Hosting environment
- Application development
  - Examples include: on-line transactions, permit applications, data queries, search, citizen alert system (e.g. Amber alerts), or RSS feeds

Benefits

Services and tools to support the exchange of information and services through the web.

Application development

- efficient delivery of services
- enhanced citizen convenience

Statewide common platform for managing delivery of information and services through the web.

CMS & hosting

- increased bandwidth
- real time content updates
- ability to share code and tools

Vermont.gov homepage and secondary pages connecting visitors to your services and information

Site map and page design

- ease of navigation
- consistent look and identity
- better access to services

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Homepage features

- **Alerts** (e.g. school closings, Amber alerts, severe weather warnings, turns off if no　alerts)
- **Rotating Photo** (with caption, by season, download option)
- **News Features** (selected good news)
- **Road Report** (road closings, construction, accidents, flooding, includes data pulled from 511)
- **Online Services** (dropdown or sub page with categories, depending on number)
- **Weather** (enter zip for current conditions, 5-day forecast)
- **It's time to...** (apply for a hunting license, pay your taxes, register to vote, renew　your ____, etc.)
- **Calendars**
- **Government**
- (See description under Government → Government Calendars)
- **Events & Festivals**
- (See description under Travel & Recreation → Events, Fairs, & Festivals Calendar)
- **State Map Icon** (Click through to see counties, towns, villages)
- **Governor** (Link to his web site)
- **User Contribution Feature** (call for entries – photos, stories, art, etc.)
- **Search**

Primary Navigation

Government
- Voting & Participating in Government (e.g. election info, register to vote, polling places)
- News Releases, Initiatives, & Publications (e.g. press releases, government-produced publications, reports, PSAs)
- Branches of Government
- Elected Officials (e.g. listings with contact info, links)
- Towns & Counties (e.g. list of towns, town & county clerks, vital records, treasurers, contact info)
- Government Calendars (e.g. legislative sessions, government holidays, public meetings, dates to remember, governor's schedule)
- Courts, Laws & Legal Services
- Licensing, Permits, Regulations & Taxes
- State Agencies & Departments
- Federal Government
- Directories (e.g. state personnel, libraries, schools; any other existing directories)

Residents

- Commuters & Transportation
- Housing, Utilities & Property
- Taxes
- Consumer Services
- Social Welfare
- Safety & Security
- Citizen Resources & Information
- Moving to Vermont

Business
- Business Resources (e.g. workforce development, HR policy guidelines, temp/employment tools, industry-specific resources by profession)
- Starting a Business (e.g. how-tos, registration, state & IRS requirements, new business resources)
- Economic Development (e.g. business incentives, business assistance, statewide initiatives and policy, i.e. rural & technology)
- Professional Associations (e.g. industry-specific organizations, etc.)
- Licenses & Permits
o Regulations & Policies (e.g. Laws & regulations, required posters, policies, etc.)
- Taxes & Insurance (e.g. business tax requirements, rulings; unemployment insurance, etc.)
- Doing Business with the State of Vermont (e.g. bid system, procurement, vendor registration)

Employment
- Employment Opportunities (e.g. state and non-state job listings)
- Employee Rights (e.g. discrimination, wage & hour info, parental leave, child labor, advocacy)
- Employment Statistics (e.g. local, state, and national labor stats)
- Training & Education (e.g. adult ed, technical training, apprenticeships)
- Workplace Safety (e.g. regulations, reporting)
- Unemployment & Disability (e.g. requirements, claims info, stats, filing)
- Retirement (e.g. state employees, non-state resources)

ATTACHMENT B

Primary Navigation (cont.)

Travel & Recreation
- Plan Your Trip
- Transportation
- Arts & Culture
- Outdoor Recreation
- Conferences & Weddings (e.g. event professional associations, chambers, planning resources, facilities, licenses, officiants)
- Sports Teams
- Events, Fairs & Festivals Calendar

Agriculture & Environment
- Made In Vermont (each product page to include ag department resources & listings, associations, councils, product festivals, VT Life highlights)
- Agricultural Resources (e.g. ag department resources for farmers/growers, cooperative extension, farm associations, veterinarians, subsidies, farm bureau, farm safety, organic farming, fairs/festivals/field days, etc.)
- Food & Farmer's Markets (e.g. listings, associations, food safety, regulations)
- Weather & Climate (e.g. drought information, climate maps, storm resources, weather records, commission on climate change)
- Environmental Conservation

Education
- K-12
- Colleges & Universities
- Continuing Education & Training (e.g. technical centers, career training, GED, community & adult education)
- Financial Aid (e.g. higher education, continuing education)
- Educational Organizations
- Libraries

Health & Human Services
- Health Care
- Disability Resources
- Children's Resources
- Elderly Resources
- Veterans' Resources
- General Services & Support

Primary Nav (cont)

Safety & Security
- Consumer Protection (e.g. consumer fraud, consumer reports, advocacy organizations)
- Corrections (e.g. corrections, reparative justice)
- Crime & Enforcement (e.g. police, crime reports, crime victim services, sex offender registry)
- Cyber Security (e.g. secure data statements, computer fraud)
- Emergency Information
- Homeland Security (e.g. border patrol, grant programs, preparedness planning)
- Natural Disasters (e.g. relief agencies, preparedness planning, escape routes)
- Recreational Safety (Bicycle, Boating, Hunter education, etc.)
- Workplace Safety

About Vermont
- History
- Resources, Information, and Data
- Facts & Statistics
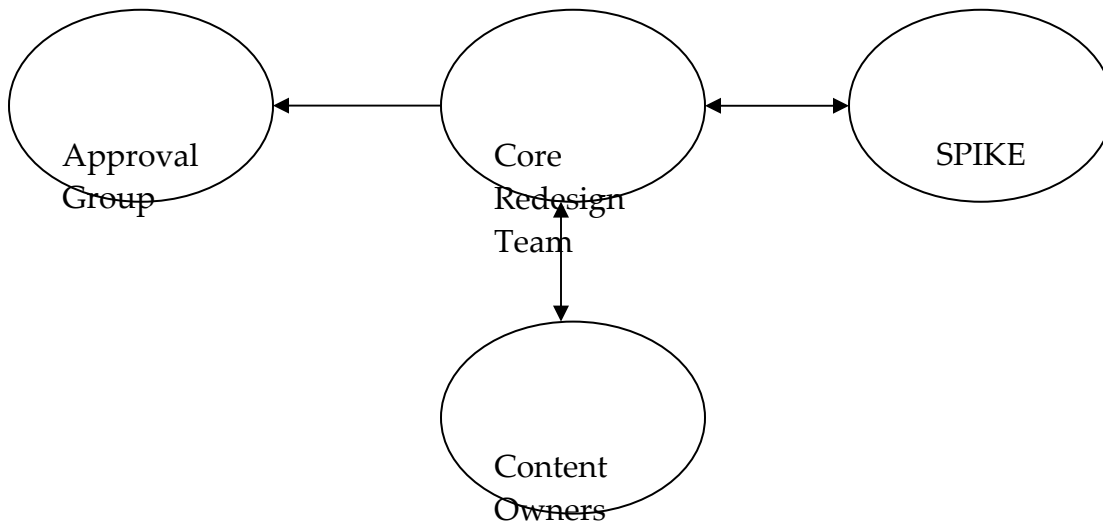- News & Media

Footer
- Contact & Help
- Site Map
- Policies
- Accessibility
- RSS Feeds
- About Vermont.gov

DHR Web Site Redesign

Project Goals:

- User-centric: focused on meeting the needs of the job-seekers and State employees who use the site on a regular basis.
- Visually attractive and aesthetically pleasing, to exemplify the professionalism and approachability of the Department of Human Resources, as well as to effectively represent the Department and the State to online visitors.
- Consistent with the State's new branding standards, visual design guidelines and web standards, while using welcoming colors and images.
- Aligned with the timeline and specifications of the Vermont.gov Portal Project, and configurable to the State's new CMS and online look-and-feel.
- Upon implementation, use a "decentralized" model of content maintenance and development meaning that "content owners" in each of the divisions will be responsible for managing the content of a defined component of our web site (rather than having it centralized in IT).

Project Team configuration:

Project Process:

Discovery ⟶ Concept ⟶ Execution

Discovery	Concept	Execution
Understand user's needs	Look & Feel	Built it
Site Map	Structure of HP Navigation Page Layouts – 3-4 layers deep	CMS

ATTACHMENT C